

METHOD AND SYSTEM TO SAVE CONTEXT FOR DEFERRED TRANSACTION
VIA INTERACTIVE TELEVISION

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ABSTRACT OF THE DISCLOSURE

10 A viewer can save content and context related to a transaction
conducted via an interactive television system. The transaction can involve
obtaining information or ordering goods/services available from the Internet via the
interactive television system. As an example, while the viewer is watching a
television commercial, the viewer can defer a transaction related to a product
advertised in the television commercial or defer the viewing of the television
commercial itself. Information related to the television commercial may be saved in
15 a shopping cart for subsequent processing. Later, when the viewer wishes to
continue the transaction or view the television commercial, the viewer may retrieve
the shopping cart information, replay the television commercial, and then complete
of the previously deferred transaction.

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/DBI-P008-AP/v3